



Veterans Capital of the U.S.A

Marketing Plan FY24

Communications Division
December 4, 2023



Vision

- Our claim to the **Veterans Capital of the U.S.A.** is grounded upon:
 - Our rich military history.
 - Our continued partnership with Fort Bliss.
 - Our strong social support partner network.
 - Our unyielding commitment to Veterans!



SWOT Analysis

■ Strengths

- 1st County to claim the title
- Historical data that supports the claim
- Established Mission and Logo
- Reputation/History
- Foundation created with successful November 2022 Kickoff with explicit support from the military (Major General Jim Isenhower in attendance)

■ Weaknesses

- Website domain or SEO
- Lack of marketing resources – people, time and funding
- Currently, nothing that identifies El Paso as the VCUSA at the entrances of the County

■ Opportunities

- External Events/Global Influences
- Email & Video Testimonials for marketing campaign
- National Leaders/Partnerships
- Local and National News Media Outlets
- Publications
- Podcasts
- Fort Bliss Recruitment
- UTEP Veteran Recruitment
- SGT. Major Academy Celebration

■ Threats

- Competitors
- Possible Negative Publicity



Target Audience & Key Partnerships

- Veterans
- Active Duty
- Military Leadership
- Business Leaders
- Local City, County Governments, and Municipalities
- School Districts
- Other Local/State Leaders
- All News Media



5 Pillars of Focus



Internal
Marketing



External
Marketing



Reputation



Recognition



Namesake
Protection

Pillar #1 – Internal Marketing

- **ENSURE THAT EL PASO COUNTY IS RECOGNIZED AS THE VETERANS CAPITAL OF THE USA INTERNALLY AND THAT IT IS BRANDED AT COUNTY EVENTS.**
- 1. Promote annually at the June Women's Veterans Brunch with VCUSA banners.
- 2. Promote annually at various November events.
 - Veterans of the Year Recognition – VCUSA Banners.
 - Veterans Parades – VCUSA banners at each parade.
- 3. Promote quarterly at the El Paso County Veteran & Caregiver Survivorship and Estate Planning Summit at the Ascarate Pavilion with VCUSA banner.
- 4. Continue to notify employees regarding signature blocks for use should they desire.
- 5. Continue to notify employees regarding Veterans events and other news monthly through social media and email.
- 6. Hold employee Veteran's Appreciation Conference during summertime.



Pillar #2 – External Marketing

■ ENSURE THAT THE VETERANS CAPITAL OF THE USA IS BRANDED EXTERNALLY THROUGH VARIOUS HIGH -PROFILE EVENTS AND VENUES.

1. Provide VCUSA branding toolkit and PowerPoint to partners and businesses requesting they use logo in signature block.
2. Identify list of local events to promote at:
 - Our Community Salutes in April
 - Military Ball in May
 - Summer Fest in May (City's Birthday)
 - Promote annually in August at the Experience Fort Bliss Expo
3. Meet with Fort Bliss officials yearly.
4. Meet with Paul Albright at least quarterly to discuss how to align initiatives. (i.e. Great American Defense Community Program)
5. Promote at El Paso Days in Austin every 2 years.
6. Promote annually at the El Paso Sun Bowl and Sun Bowl Parade (i.e. Gold Star Gamers).
7. Continue promoting Veteran events through social media campaign with hashtags with at least one post per week.
8. Continue to offer Veterans Capital of the USA leave-behind template for all to use and print on their own.
9. Seek resolutions and present annually in November to other local municipalities and school districts.
 - Accomplished at the City in June 2023.



Pillar #3 - Reputation

- **ENSURE THAT EL PASO COUNTY IS ADDRESSED AS “EL PASO, COUNTY – VETERANS CAPITAL OF THE USA” AND FOR PARTNERS TO USE THE NAME IN THEIR BRANDING AND SUPPORT MESSAGING.**
- 1. Place and maintain banners/signage in various public areas and seek public announcements during events to include the following venues at minimum:
 - Coliseum Event Center
 - Rhino Events Center
 - UTEP Games
 - Chihuahuas/Locomotives Games
 - El Paso Airport
- 2. By March 1, 2024, produce video of veteran's testimonials, El Paso landmarks and history to include San Elizario museum and Flags Across America which can be placed on the County website and which can be shared with partners as part of our branding toolkit.



Pillar #4 - Recognition

- **ASSIST WITH ENSURING THAT EL PASO COUNTY EMPLOYEES WHO ARE VETERANS, VETERAN-OWNED AND VETERAN-FRIENDLY BUSINESSES ARE RECOGNIZED AND SUPPORTED.**
- 1. Annually, coordinate with HR on significant employee events to include:
 - Employee Service Awards, Summertime Veterans Luncheon and County Employee Picnic.
- 2. Work with the Veteran of the year to recognize veteran-owned and veteran-friendly businesses.



Pillar #5 – Namesake Protection

- **ENSURE THE VETERANS CAPITAL NAME CONTINUES TO BE DEFENDED AND PROTECTED.**
 1. Conduct research to validate our claim to VCUSA moniker.
 2. Seek the Veterans Capital of the USA legal trademark (pending item).



Budget

VCUSA Budget	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
VCUSA Employee Luncheon	300		\$ 6,000.00	
VCUSA Lapel Pins	500	\$ 2.05	\$ 1,025.00	
R. Wayne Pritchard Trademark Attorney	1		\$ 2,050.00	Year 1 Cost only
Banners & Giveaways			\$ 2,000.00	
			\$ 11,075.00	Year 1 Cost; Future years - \$9,025
VCUSA Luncheon	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
Decorations				Use leftover from VCUSA Kickoff
Plastic Tablecloths, if needed			\$ 150.00	
Venue			\$ 1,450.00	County Venue would be free, if used
Additional AV/Equipment, if needed			\$ 500.00	
Catering	300	\$ 10.00	\$ 3,000.00	
Frames			\$ 600.00	
Certificate Paper			\$ 300.00	
Music N/A			\$ -	Can use County equipment
			\$ 6,000.00	





Discussion & Questions

